

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2017/2018

BMK3814 – SALES MANAGEMENT **Distance Education**

31 MAY 2018
2.30 P.M – 4.30 P.M
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages (*including* the cover page) with 5 Questions only.
2. Answer **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

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ANSWER ALL QUESTIONS**QUESTION ONE**

The importance of personal selling versus advertising in the marketing communication mix depends on various characteristics of the firm's marketing strategy, including the number and dispersion of buyers, buyers' information needs, size and importance of purchase, product complexity, and the post-purchase service required. Discuss each characteristic and provide an appropriate example for each. (20 marks)

QUESTION TWO

When a firm employs its own sales force, four types of horizontal organisation are commonly found and structured. Discuss each of these four types and explain their advantages and disadvantages. (20 marks)

QUESTION THREE

- (a) Explain the role perceptions component and provide an appropriate example for each component. (10 marks)

- (b) Explain the motivation component in sales and provide an appropriate example for each component. (10 marks)

QUESTION FOUR

Assuming that your organisation is about to hire its first sales people and you are involved in the recruitment selection process. Explain the activities involved in the process of recruiting and selecting the salespeople. (20 marks)

QUESTION FIVE

In most firms, the total financial compensation paid to salespeople comprises several components, each of which may be designed to achieve different objectives. Discuss the components and objectives of financial compensation plans. (20 marks)

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